



**naaee**

North American Association  
for Environmental Education

**2019 / 20**

**Annual Report**

*Education We Need for the World We Want*





## About NAAEE

For five decades, NAAEE has served as the professional association, champion, and backbone organization for the field of environmental education (EE). Our members and supporters include EE professionals working in formal and nonformal education—including university professors; preschool educators; K-12 teachers and administrators; professionals in informal learning centers such as zoos, aquariums, museums, community centers, and nature centers; as well as those working in government agencies, foundations, and corporations.

## Vision

A just and sustainable world where environmental and social responsibility drive individual, institutional, and community choices.

## Mission

To use the power of education to advance environmental literacy and civic engagement to create a more equitable and sustainable future. We work with educators, policymakers, and partners throughout the world.

[naaee.org](http://naaee.org)



*Education We Need for the World We Want*

# Table of Contents

## Driving Excellence

- 5 ee360
- 6 eePRO
- 7 Guidelines for Excellence
- 7 Higher Education Accreditation
- 8 EE Certification
- 8 Professional Development Webinars

## Cultivating Collective Action

- 9 Annual Conference and Research Symposium
- 10 NAAEE Affiliate Network
- 11 Natural Start Alliance
- 12 eeBLUE
- 13 EE 30 Under 30

## Mobilizing Multi-Sector Support

- 14 Research in EE
- 15 Publications
- 15 EE Policy
- 16 Civic Engagement and EE
- 17 Global EE Partnership

## About NAAEE

- 18 Staff and Consultants
- 19 Board & Advisory Council
- 20 Partners & Supporters
- 21 Giving to NAAEE
- 22 2019 and 2020 Financials

Great things are done by  
a series of small things  
brought together.

—Vincent Van Gogh



## Dear NAAEE Members, Partners, Affiliates, Donors, and Supporters:

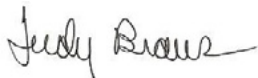
When we reflect on the past two years, we are astounded by the impact of a global pandemic and marvel at the resilience of our field to respond and adapt. In 2020, schools moved to online learning, people young and old spent too much time indoors looking at screens, and the inequities and injustices prevalent in our world widened even further. The critical work of far too many environmental education providers was disrupted and displaced. We questioned how long these impacts would last and find ourselves considering how to create a new “normal” that is more just.

Through it all, the field of environmental education has proved itself to be amazingly resilient and resourceful. We responded quickly with a renewed commitment to the role of education as an essential instrument for positive societal change. We embraced with new urgency the need to provide equitable access to nature for all children and adults, to renew and restore their health and well-being through time spent outdoors. We collaborated with our Affiliates, members, partners, and others to demonstrate and elevate the value of environmental education to engage and inspire students who were learning in school, at home, and in between. Environmental educators made a positive impact everywhere. We witnessed even more deeply how social justice, equity, diversity, inclusion, and access must cut across all our work.

Our adaptability stems from a solid foundation built on core values that guide all our programs and relationships. Read on to see how these values are driving excellence, cultivating collective impact, and mobilizing support for the field. Here’s a quick look at the highlights:

- **ee360** reached thousands of educators during the third and fourth years of our five-year, EPA-funded partnership.
- **An Equity and Inclusion Module** was added to the *Community Engagement Guidelines*, in collaboration with Antioch University New England
- A demonstration web-based platform, **eeVAL**, introduced a culturally responsive, equitable evaluation framework to create more just, inclusive, and healthy partnerships, programs, and communities.
- The **Natural Start Alliance** welcomed its 1,000th organizational member.
- The **Global Environmental Education Partnership (GEEP)** launched a *Call to Action* pledge, signed by nearly 500 individuals and organizations from 54 countries.

Environmental education engages global citizens of all ages, prepares our young people to be future leaders, and creates a sense of environmental and social responsibility. We are excited about what we can do together and look forward to working with you to advance environmental literacy and civic engagement to create a more equitable and sustainable future for all. We could not do this without the support of our Board, partners, members, and colleagues who understand that the work we do is all about “the education we need for the world we want.”



**Judy Braus**  
Executive Director



**Charlotte Clark**  
NAAEE Board Chair



# Driving Excellence

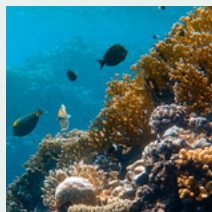


## ee360: Environmental Literacy for Everyone, Everywhere

ee360 is NAAEE’s signature program to grow and support the field of environmental education and center equity in all that we do. A model for network collaboration, ee360 brings together the expertise of 23 organizations as partners and advisors. Through a five-year cooperative agreement with EPA, ee360 trains inservice and preservice educators in environmental education, civic engagement, equity and inclusion, and the Guidelines for Excellence; builds capacity and leadership for state and regional associations; and much more.

In the third and fourth years of the initiative, NAAEE and ee360 partners conducted workshops, trainings, and webinars that directly reached more than 11,400 educators and more than 3.5 million indirectly. ee360 partners demonstrated tremendous resilience and adaptability as they responded to the challenges of COVID-19. They pivoted in-person learning to virtual settings, acquired new skills and tools to deliver high quality online learning, and served as innovators and role models for EE providers across the country in how to meet educator needs during a pandemic.

The following pages highlight many of the NAAEE programs that ee360 helps to support.



**Environmental Education Training:** Project Learning Tree and its state partners trained over 5,500 inservice and preservice educators—reaching an estimated 1.1 million students—through in-person and virtual workshops.

*These activities make information accessible. Complex issues are easier to present. The workshop definitely improved my confidence and my ability to teach the children about the environment.*

—Participant, Project Learning Tree workshop, Idaho



**Civic Engagement Training:** Earth Force pivoted to deliver their civic training programs in virtual settings.

*It is kind of unbelievable, but I went from a person who avoided any kind of scrutiny to being confident that I have something to say. And I learned that science from our classroom really has real-world implications.*

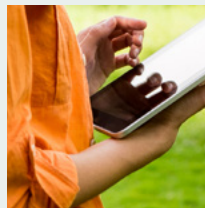
—Bridget, Student, Alexandria, VA



**Equity and Inclusion Training:** The Center for Diversity and the Environment increased their in-depth professional development opportunities.

*We are very grateful for the ee360 funding that made it possible for trainers from [the Center for Diversity and the Environment] to run a three-day intensive equity and inclusion strategic planning session in Maine with our board of directors and equity and inclusion task force members. CDE gave us the knowledge, support, and tools we needed to engage in organizational transformation towards equity.*

—Olivia Griset, Executive Director, Maine Environmental Education Association



**Guidelines for Excellence Training:** Antioch University New England and University of Oregon adopted new online engagement tools, an online coaching model, and virtual workshop modules to expand use of the *Guidelines for Excellence*.

*I super-duper appreciate how you manage to pack so much into the session, without ever rushing us or making the time feel crowded. As you have each activity serve two or three purposes, we do explicit, implied, and meta-learning all at once [and] it's lovely.*

—Participant, Guidelines for Excellence: Community Engagement Train-the-Trainer Virtual Workshop

## eePRO: A Hub for Growing Engagement in EE

eePRO is a high-performing, technology-based EE platform to facilitate access to resources, research, professional development, and the rich exchange of ideas and information.



### Highlights

- **New Sections**—rich with high-quality, vetted materials for educators
  - Justice, Equity, Diversity, and Inclusion
  - COVID-19: Resources, Tips, and Support
- **New eePRO Groups**
  - Government EE Agencies
  - Young and Emerging Professionals
- **Improved accessibility and captioning on webinars and conference sessions**
- **Virtual conference websites for NAAEE and the Natural Start Alliance**

### Growing Engagement Since 2018:



unique users—up 67%



visits—up 50%



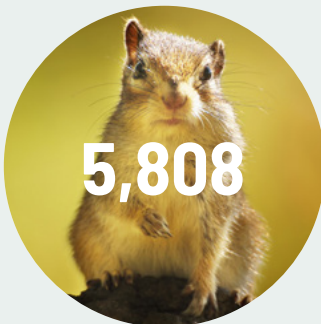
eeJOBS subscribers—up 47%



eeNEWS subscribers—up 21%



new eePRO Group members



posts added

### Resources:



The latest news, resources, and opportunities in the EE community



The leading job listing service in the EE field



A series of online learning modules exploring the foundations of EE



A library of EE research at your fingertips



Research reviews and tools illustrating the benefits of EE



Expert recommendations for resources in 13 topics



## Guidelines for Excellence

The Guidelines for Excellence is a series of six documents that help educators create quality environmental education resources and programs. NAAEE continues to disseminate the guidelines publications—a critical foundation of the environmental education field—through in-person and virtual trainings.

### Highlights

- Revised *Environmental Education Materials: Guidelines for Excellence*
- Collaborated with six state Affiliates to expand the *Guidelines Trainers' Bureau*
- Offered 24 state-level train-the-trainer workshops for 236 educators
- Added an Equity and Inclusion Module added to the *Community Engagement Guidelines*, with Antioch University New England
- Launched virtual courses on the *Guidelines for Excellence for K-12 Environmental Education* and *Professional Development of Environmental Educators* in response to COVID-19
- Conducted 97 workshops in 25 states and provinces for 2,340 formal and nonformal educators



## Higher Education Accreditation

Higher Education Accreditation formally recognizes high quality college and university programs that consistently prepare well-qualified environmental educators. Accreditation provides a third party, standards-based review process aligned to the NAAEE Professional Development Standards.

### Highlights

- Eight colleges and universities applied for accreditation
- Four programs awarded accreditation
- Twelve higher education programs accredited since 2013

*Accreditation helps other departments and programs on campus understand and value this work more deeply, which can be really important, especially in challenging times.*

—Hamline University

## Certification of Environmental Educators

EE Certification distinguishes highly qualified educators who demonstrate mastery of the skills and knowledge required for effective environmental education, as outlined in the NAAEE Professional Development Standards. NAAEE accredits state certification programs that meet rigorous standards and undergo an intensive review process to ensure ongoing compliance with the *Guidelines for Excellence* and best practices in EE.

### Highlights

- 271 newly certified educators added to the total 1,307 certified educators with a collective reach of more than 718,000 learners
- New state certification programs in California and South Carolina, for a total of 14 state programs operated by NAAEE's Affiliates or their partners



*The EE Certification participants in Michigan never cease to amaze me. Their Action Projects are making a positive social-ecological change where they work and live that I believe will have long-term effects.*

—Cindy Fitzwilliams-Heck, Certification Program Coordinator, Michigan EE Association

*I have LOVED this during this time of closure. I have felt like even though I'm not actively engaged with students that my practices are still growing and evolving thanks to the webinars offered.*

—Webinar participant



## Professional Development Webinars

### eeWEBINARS

NAAEE offers high quality professional development in relevant and timely topics to its members and others. Given how multi-faceted environmental education is, the monthly webinar series helps bring new ideas and thinking to the field and beyond.

Environmental educators embraced online learning with the onset of COVID-19 and NAAEE rapidly responded. Registration for monthly webinars jumped an astounding 183% in 2020. Webinars doubled in number and featured more experts from diverse backgrounds. Topics ranged from reflective writing and engaging student voice in civil discourse to climate change education and the circular economy. Several webinars addressed online teaching strategies and the role of EE in safely reopening schools during and after the pandemic. Others turned an illuminating lens on issues related to equity and inclusion. eeWEBINARS are offered as part the ee360 initiative, presented in partnership with members of the Affiliate Network.

### eeINSPIRE

Expanding on the success of eeWEBINARS, NAAEE joined with the US Forest Service to launch eeINSPIRE. This second webinar series focuses on topics that relate to the needs of USFS conservation educators, who provide the public with high-quality environmental education programs across the country and beyond. These webinars also provide learning opportunities for NAAEE's overall network.

All webinars are closed captioned, free of charge, and available for viewing after the event.

### Highlights

- 37 webinars
- 22,576 views
- 183% jump in participation





# Cultivating Collective Impact

## Annual Conference & Research Symposium

For nearly five decades, NAAEE has convened one of the leading annual conferences for environmental education professionals, designed to promote innovation, networking, learning, and dissemination of best practices. The last two years were no exception.

In 2019, the 48th Annual Conference and 16th Annual Research Symposium were held in partnership with our state Affiliate, the Kentucky Association for Environmental Education, in Lexington, Kentucky. With **Education for a Just and Sustainable Future** as the theme, our outstanding keynotes and concurrent sessions focused on the power of education to create positive change, leading to a more equitable and sustainable future.

In 2020, as with so many events of the pandemic year, we held the 49th Annual Conference and 17th Annual Research Symposium virtually, enabling many people to join us for the first time. The theme, **Inspire Change**, featured presentations that explored the ways in which EE informs and inspires; advances justice, equity, and inclusion; builds human capacity; influences attitudes; galvanizes actions to ensure equal access to nature; and creates healthier communities and a healthier environment for all. Plenary sessions featured a talented and diverse slate of speakers who, among other topics, challenged attendees to think about how environmental education can do more to help dismantle systemic racism in our education programs and systems and center equity in all that we do.

In both 2019 and 2020, sessions were offered to meet the needs of young professionals. An expanded Young Professionals Clinic helped to build essential skills along two tracks, one for job seekers and one for early career educators. Attendees were invited to participate in the annual Evaluation Clinic, fundraising coaching sessions, eePRO Group networking meetings, and a rich variety of concurrent sessions.

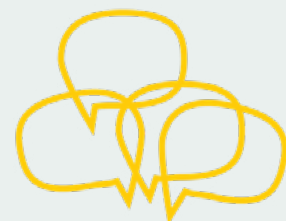


### By the numbers:



*This was my first time attending the NAAEE Conference and it was amazing!! The keynote speakers, session content, networking events, and overall vibes of the conference definitely inspired change in my professional and personal life :-)*

—2020 Conference participant



## NAAEE Affiliate Network

More than 50 state, provincial, territorial, and regional environmental education associations partner with NAAEE as Affiliates. Collectively, they form one of the largest networks of environmental educators in the world, connecting over 150,000 educators annually. The Affiliate Network provides a forum for ongoing dialogue, shared learning, and joint activities to enhance EE capacity. The Network yields greater impact through collaboration and creates a stronger and more unified voice for EE.

### Highlights

- Conducted a one-week Leadership Clinic for 20 Affiliate teams
- Created and filled an Affiliate Network Coordinator position to expand NAAEE's capacity to support and strengthen Affiliates
- Established and met regularly with four peer learning communities for Affiliate leaders: Affiliate Network Community Calls, Equity & Inclusion, Executive Directors, Fund Development
- Supported the work of 34 Affiliates through the NAAEE Affiliate Environmental Literacy Capacity Building Rapid Response Fund, infusing over \$135,000 into the network at a challenging time
- Awarded incubator grants to six volunteer-led Affiliates, where a small infusion of funds has dramatic effects to grow capacity

*This year's [clinic] provided our leadership time to reflect on some very hard questions of existence. Our organization is all about supporting environmental education here in Hawai'i. Thanks to the NAAEE Affiliates and this ee360 grant, we held ourselves accountable to rebuild our connections and get back on course. Despite the pandemic we are beginning to make progress on our action steps and are hoping that 2021 will prove to be better sailing.*

—Sylvia Texeira, Hawai'i Environmental Education Association

**naaee**  
Affiliate Network





It gives me positive energy to know that I'm part of a larger movement that is sweeping across this country. Of course, I already knew this (in my brain) before the conference, but I felt it (in my heart) at the conference.

—2020 Conference participant

## Natural Start Alliance

The Natural Start Alliance promotes early childhood environmental education for children from birth through the early elementary years. Natural Start connects and convenes early childhood environmental educators, provides research and resources, and represents early childhood environmental education in a variety of forums.

### Highlights

- Published the *Nature-Based Preschool Professional Practice Guidebook*, the first resource to fully address the unique practices of nature-based early childhood education
- Published Volumes 6 & 7 of the *International Journal of Early Childhood Environmental Education*, our peer-reviewed open-access electronic journal promoting early childhood environmental education
- Organized the *Nature-Based Early Learning Conference*, with a pay-what-you-can option in 2020 that led to record-shattering attendance
- Published the *Nature-Based Preschools in the US: 2020 Snapshot Report*

### By the numbers:



organizational members



conference attendees

Working collectively toward a future in which every child enjoys nature and the environment as part of a great early childhood education.



**natural start**  
alliance



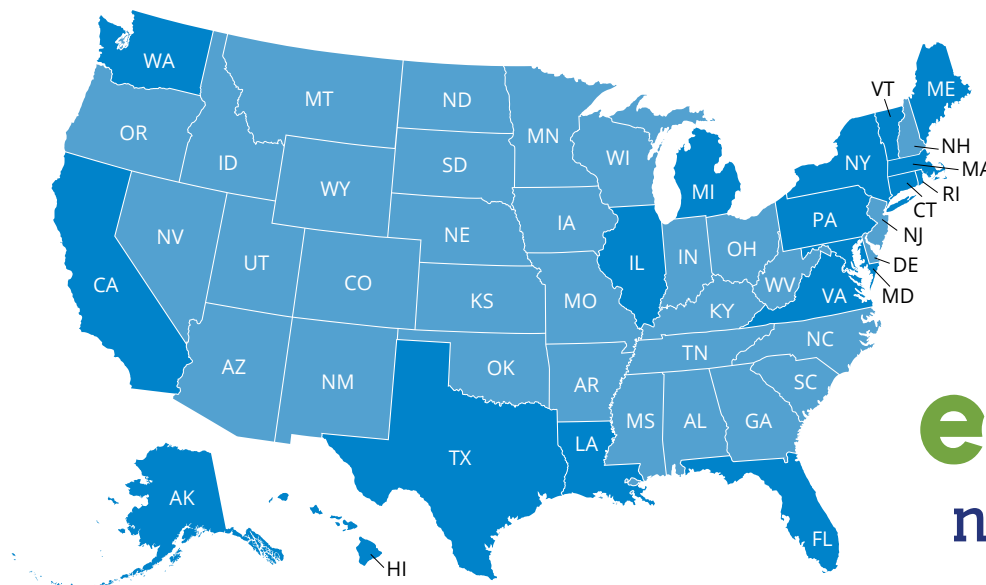
*We are so excited about this partnership! We can't wait to hear the first gasps and exclamations of "ewww!" and "whoa!" as students wade into cold rivers and mud marshes, look at macroinvertebrates and plankton up close or hold a sea star for the first time.*

—Katie Gavenus, Program Director, Center for Alaskan Coastal Studies

## eeBLUE

In 2018, NAAEE and the *National Oceanic and Atmospheric Administration (NOAA) Office of Education* joined in a five-year partnership to create a more environmentally literate society with the knowledge, skills, and motivation to conserve our natural resources and build more resilient communities. NAAEE helps NOAA strengthen its professional networks, disseminate best practices, support high-quality STEM (science, technology, engineering, and mathematics) education, and provide education and outreach for educators and other target audiences.

In 2020, NAAEE and NOAA selected 30 recipients for NOAA Watershed STEM Education Partnership Grants serving 18 states from Alaska to Florida, totaling \$2.45 million. Projects support programming for 91 21st Century Community Learning Centers (CCLC) and their students, many of whom live in high-poverty and underserved areas. In the first year alone, grantees reached more than 4,400 learners with afterschool watershed-related STEM projects. The program included seven professional development webinars and the launch of Watershed Chronicles, a monthly grantee blog.





## Environmental Education 30 Under 30

EE 30 Under 30 recognizes outstanding young leaders from around the world who are using EE to create more sustainable, equitable communities. Each year, the program honors 30 leaders under the age of 30, celebrating the unique and passionate leadership of these talented change agents. The program seeks to equip the newest generation of leaders with resources to increase their impact and inspire others.

In 2020, the Changemaker Grants Program was introduced, awarding 13 grants to EE 30 Under 30 honorees from eight countries. In addition to funding, NAAEE provided professional development and coaching to these young leaders, who are bringing innovative EE ideas to life.

To elevate and celebrate a wide diversity of perspectives, experiences, and leadership styles in our awardees, NAAEE regularly reviews and revises the award process. In 2020, with help from the Global Environmental Education Partnership, the global reach of EE 30 Under 30, the number of nominations increased by 48% to represent 263 candidates from 54 countries.

### By the numbers:



2019



2020

## Sampler of EE 30 Under 30 Projects:

**Jared Hiakita** (New Zealand):

Empowering community members to build climate-resilient local food systems

**Luisa Martinez** (Mexico):

Building capacity for food security and stable livelihoods for coffee farmers

**Leah Davidson** (US-California):

Making climate change education fun through immersive environmental escape room games

**Pratikshya Paneru** (Nepal):

Building harmony between growing tiger and human populations

**Sean Russell** (US-Puerto Rico):

Using watershed restoration and community citizen science to increase environmental literacy and youth leadership

**Anna Tari** (United Kingdom):

Educating citizens globally about the circular economy model and how to build more sustainable cities



# Mobilizing Multi-Sector Support

## Evidence-Based Research on the Impact and Value of EE

NAAEE actively engages in and supports evidence-based research across the sophisticated field of environmental education. Working with outstanding partners, NAAEE leads the way on several significant initiatives—including eeRESEARCH, eeWORKS, and eeVAL—that advance our understanding of how best to practice and communicate about EE.

### Highlights

- **eeRESEARCH** added 285 articles on topics ranging from climate change education to early childhood connections to nature
- **eeWORKS: Climate Change Education** identified proven practices for effective climate change education
- **Research You Can Use** launched with a series of practitioner-friendly research articles

Stanford



UF UNIVERSITY of FLORIDA



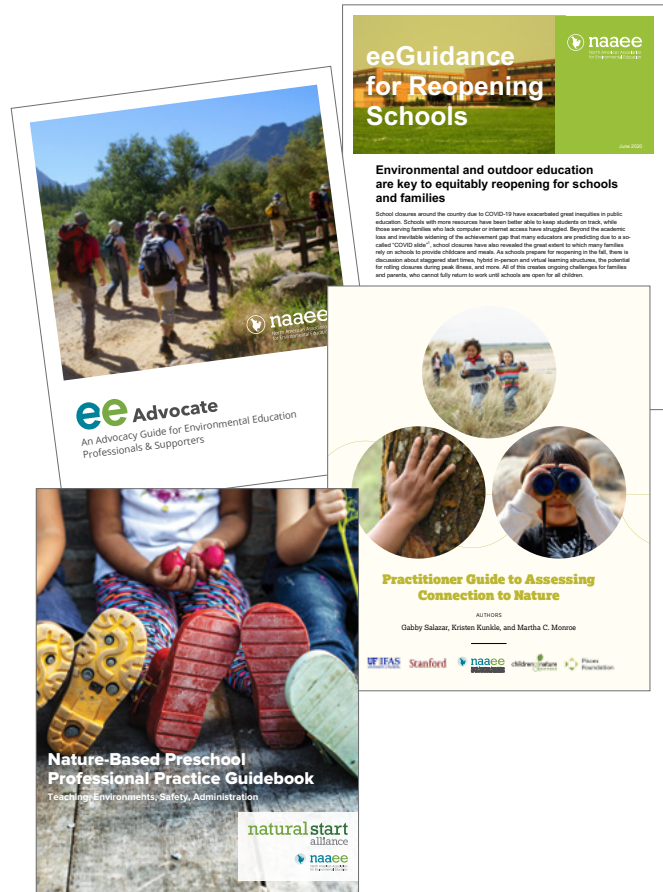
### eeVAL

NAAEE, in partnership with more than 30 evaluation experts and organizations, launched a new website dedicated to environmental education evaluation that is responsive, equitable and thoughtfully designed. The eeVAL project offers a culturally responsive, equitable evaluation (CREE) framework, program models, and resources for individuals, organizations, and networks to create more just, inclusive, and healthy partnerships, programs, and communities. Such evaluation is essential to the continual improvement of evaluation for learning and not simply reporting. CREE in EE can inform practice among educators, evaluators, communities, programs, and the field of environmental education generally.



## New NAAEE Publications

- *eeAdvocate: An Advocacy Guide for Environmental Education Professionals & Supporters*—guidance to become better and more confident advocates for EE and bring more support and funding to the field
- *eeGuidance for Reopening Schools: Affiliate Toolkit*—guidelines for the safe reopening of schools using outdoor learning, outdoor classrooms, and EE programs and providers
- *Nature-Based Preschool Professional Practice Guidebook*—the first resource to fully address the unique practices of nature-based early childhood education
- *Practitioner Guide to Assessing Connection to Nature*—information and tested tools for measuring connections to nature for specific audiences and experiences
- *The Promise of Civic Engagement for Environmental Issues: Synergy of Environmental Education and Civic Education*—a discussion paper probing what a civically engaged and environmentally literate individual knows and is able to do



## Advocating for Environmental Education Policy

NAAEE serves as the strategic coordinator and champion for federal EE advocacy. Working with and through our networks, we secure and maintain federal investments, develop leaders at all levels of government, and advance efforts to expand access to EE. Engaging with elected officials, agency administrators, and other decision-makers elevates the profile of EE, builds strategic relationships, and creates a deeper understanding of effective EE with all audiences.

### Highlights

- Helped to secure federal funding for EE programs at EPA and NOAA
- Hosted a “Day on the Hill for EE” in 2019 with advocates from around the country visiting Congressional offices to build support for EE
- Connected Affiliate leaders with state legislators looking to champion state policies to advance environmental literacy and youth outdoor engagement as part of our work with the Youth Outdoor Policy Playbook
- Trained EE professionals from across the US in advocacy basics and a shared set of EE advocacy priorities





## Connecting Civic Engagement and Environmental Education

Since 2014, NAAEE has partnered with the Kettering Foundation, a nonprofit cooperative research organization, to advance connections between civic engagement and EE. A cornerstone of this work is the development of Environmental Issues Forums (EIF), which provide tools, training, and support for engaging adults and students in meaningful, productive discussions about complex issues that affect the environment and our communities.

### Highlights

- Analyzed the civic engagement education landscape
- Held two Research Exchanges to examine commonalities between civic engagement education and environmental education
- Worked with the University of Florida Extension as they developed **CIVIC** (Community Voices, Informed Choices), a program that builds capacity in communities to work toward improved well-being
- Developed three new Environmental Issues Guides—**What's Next Bradford? How Can Citizens Contribute to the County's Quality of Life; Creating a Vibrant Neighborhood in the Urban Core: Cathedral District;** and **Let's Talk Rivers**

*I have expanded my understanding of environmental education to include democratic skills and civic engagement in new ways. This work has made me proud to know that I'm doing a better job at considering many more perspectives and values in everything I do, especially in designing workshops and courses.*

—Research Exchange Participant



## Global Environmental Education Partnership

The Global Environmental Education Partnership (GEEP) is a global network committed to advancing environmental literacy to create a more just and sustainable future through education. Led by the US Environmental Protection Agency, the Environmental Protection Administration of Taiwan, and NAAEE, with advisors from around the world, **GEEP** connects and builds bridges among practitioners, researchers, policy makers, institutions, and international networks to elevate effective EE practice, scale impact, share global resources, and catalyze collaboration.



### Highlights

- Highlighted the role of EE in achieving the UN Sustainable Development Goals, using [online case studies](#). From the Bronx to Botswana, these 19 cases show EE in action and share effective practices.
- Developed a [global pledge](#) to advance the role of EE; 74 organizations from 54 countries signed on
- Convened EE leaders in Kuala Lumpur, Malaysia (in partnership with WWF-Malaysia), Copenhagen, Denmark (in partnership with the Foundation for Environmental Education), and Lexington, KY, USA

### By the numbers:



countries



partner organizations



country profiles



newsletter subscribers

### GEEP CALL TO ACTION PLEDGE

#### We envision a future where:

- Every nation has an environmentally informed, empowered, and active populace and workforce.
- The leadership of every government, business, NGO, and educational institution use environmental education to achieve environmentally sustainable outcomes.
- Every educational institution—formal and nonformal—incorporates environmental literacy into its mission, goals, and activities.



# Our Team

## Staff

### Judy Braus

Executive Director

### Adrian Ayson\*

Program Consultant

### Sarah Bodor

Director of Policy & Affiliate Relations

### Drew Burnett\*

Senior Advisor

### Briggs Burton

Senior Administrative Assistant

### Jimena Cuenca\*

Program Associate

### Bill Finnegan\*

Web and Video Consultant, Tamarack Media

### Allison Foley\*

Venable LLP, Legal Counsel

### Regina Fong

Office and Events Coordinator

### Nina Hamilton

Manager, International Programs and  
EE 30 Under 30

### Kit Harrington\*

Policy and Professional Training Coordinator,  
Natural Start Alliance

### Lea Harvey\*

Development Consultant

### Arturo Herrera

Communications and IT Coordinator

### Maxwell Kennady\*

Technology and Analytics Advisor

### Lori Mann

Senior Program and Conference Manager

### Kathy McGlaufflin\*

Conference Advisor

### Christy Merrick

Director, Natural Start Alliance

### Laurie Monserrat\*

Corporate Initiatives Educator Consultant

### Mary Ocwieja

Director of Technology

### Betty Olivolo\*

Assistant Director, Natural Start Alliance

### Colby Parkinson

Communications and Social Media Specialist

### Stacie Pierpoint

Manager of Communications, Marketing,  
and Membership

### Drew Price

Director of Operations

### Krishna Roy\*

Development Consultant

### Elisa Kondo Rudolph

Program Associate

### Rob Stewart\*

Technology Consultant

### Brian Sweeney\*

Accounting

### Katrina Sweeney\*

Accounting

### Melissa Hopkins Taggart

Director of International Programs

### T'Noya Thompson

Manager of Research, Evaluation, and eeBLUE

### Anne Umali

Director of Professional Development

### Emily Van Laan

Communications and Conference Specialist,  
Natural Start Alliance

### Steve Weir\*

weirdesign.com

### Sylvia Weir\*

weirdesign.com

### Bruce Young

Affiliate Network Coordinator

\*Consultants

## Board

**Charlotte Clark**

Board Chair

**Jeff Tarbert**

Vice Chair

**Judy Braus**

Executive Director

**Mary Ford**

Treasurer

**Jaime González**

Secretary

**Kim Moore Bailey**

**Dave Chase**

**CaSondra Devine**

**Lizabeth Fogel**

**Will Parish**

**Beth Stevens**

**William Street**

**Danni Washington**

## Advisory Council

**A. Michael Marzolla**

Co-Chair

**Bora Simmons**

Co-Chair

**Elena Takaki**

Co-Chair

**Janet Ady**

**Nicole Ardoin**

**David Chase**

**Kenji Hakuta**

**Paul Hart**

**Ashley Hoffman**

**J. Drew Lanham**

**Heidi McAllister**

**Augusto Medina**

**Kathy McGlaufflin**

**Brenda Metcalf**

**Angela Mooney D'Arcy**

**Katie Navin**

**Darryl Ramos-Young**



**naaee**

North American Association  
for Environmental Education

*Education We Need for the World We Want*

Thanks to all our partners and funders for their continuing support, passion, and confidence in our work.

And a huge thank you to our members and all who supported NAAEE during 2019 and 2020.



# Demonstrate Your Commitment

A strong commitment to environmental education is what helps create a more sustainable world for tomorrow, and your support ensures that we continue to grow the field. When you make a gift to NAAEE, you help support a promise for the future.

There are many ways to support environmental education:



Become a **member**



Become a **monthly supporter**



Make a one-time **cash gift**



Support our **scholarship fund**



Shop at **Amazon Smile\***

\*Amazon will donate a percentage of your purchase to NAAEE (smile.amazon.com)



Give a **gift membership** to an education professional



Make a charitable gift of **stocks, bonds, or mutual funds**



Honor a loved one with a **tribute gift**



Make an **estate planning gift** through trusts, wills, and other instruments

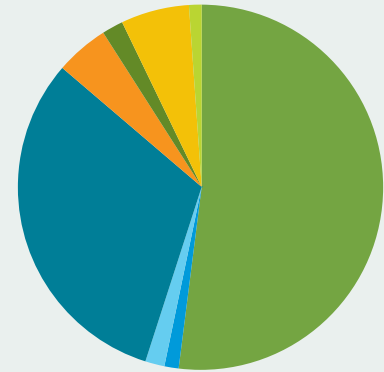
For more information and to contribute, visit: [naee.org/donate](https://naee.org/donate)

# Financials

## Statement of Activities

|  | 2020               | 2019               |
|--|--------------------|--------------------|
| <b>Support and Revenue</b>                             |                    |                    |
| Grants   | \$2,611,388        | \$2,722,728        |
| Conference sponsorships                                | \$65,375           | \$178,698          |
| Membership dues  | \$83,201           | \$76,426           |
| Private grants/general donations                       | \$1,570,262        | \$1,464,694        |
| Paycheck Protection Program assistance                 | \$236,400          | -                  |
| Fees for contract services                             | \$126,954          | \$584,511          |
| Conference registrations                               | \$299,156          | \$501,450          |
| Interest   | \$28,024           | \$43,319           |
| <b>Total revenues</b>                                  | <b>\$5,020,760</b> | <b>\$5,571,826</b> |
| <b>Expenses</b>  |                    |                    |
| Program services                                       | \$3,284,010        | \$4,284,019        |
| Management and general                                 | \$433,841          | \$467,046          |
| Fundraising  | \$159,645          | \$152,733          |
| <b>Total expenses</b>                                  | <b>\$3,877,496</b> | <b>\$4,903,798</b> |
| <b>Change in net assets without donor restrictions</b> | <b>\$943,162</b>   | <b>\$752,760</b>   |
| <b>Change in net assets with donor restrictions</b>    | <b>\$200,102</b>   | <b>(\$84,732)</b>  |

## 2020 Support and Revenue

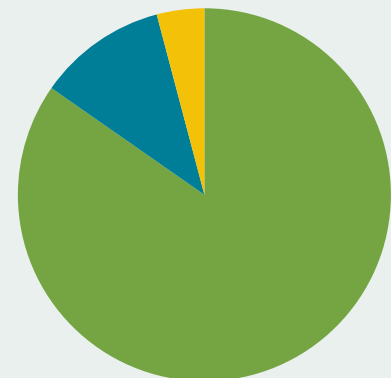


- Grants, 52%
- Private grants/general donations, 31%
- Conference registrations, 6%
- Paycheck Protection Program assistance, 5%
- Fees for contract services, 2%
- Membership dues, 2%
- Conference sponsorships, 1%
- Interest, 1%

## Statement of Financial Position

|   |                    |                    |
|---|--------------------|--------------------|
| <b>Assets</b>                           |                    |                    |
| Cash                                    | \$3,164,833        | \$1,422,684        |
| Accounts receivable                     | \$60,061           | \$122,088          |
| Grant receivable                        | \$914,743          | \$1,609,401        |
| Unconditional promises to give          | \$136,361          | \$43,702           |
| Certificates of deposit                 | \$1,598,515        | \$1,378,814        |
| Prepaid expenses and deposits           | \$44,900           | \$50,276           |
| <b>Total assets</b>                     | <b>\$5,919,413</b> | <b>\$4,626,965</b> |
| <b>Liabilities</b>                      |                    |                    |
| Accounts payable                        | \$570,353          | \$380,520          |
| Deferred revenue                        | \$8,191            | \$63,456           |
| Accrued payroll liabilities             | \$119,693          | \$105,077          |
| <b>Net assets</b>                       |                    |                    |
| Without donor restrictions              | \$4,359,342        | \$3,416,180        |
| With donor restrictions                 | \$861,834          | \$661,732          |
| <b>Total liabilities and net assets</b> | <b>\$5,919,413</b> | <b>\$4,626,965</b> |

## Expenses



- Program Services, 85%
- Management and general, 11%
- Fundraising, 4%

\*Audited statements available upon request

# 2021 and Beyond



Join us throughout 2021 as we celebrate  
NAAEE's 50th anniversary!



**naaee**

North American Association  
for Environmental Education



*Education We Need for the World We Want*



# EDUCATION WE NEED FOR THE WORLD WE WANT



**naaee**

North American Association  
for Environmental Education

*Education We Need for the World We Want*

[naaee.org](http://naaee.org)

Follow NAAEE as we share the latest in EE through our social networks:

